

CAREERS
IN
FASHION MERCHANDISING
at
DODGE CITY
COMMUNITY COLLEGE



Students who enroll in fashion merchandising at Dodge City Community College are better qualified for retailing positions because of the concentrated courses and the work experience they receive while in the program.

Graduates, after one or two years in fashion merchandising, have often started as salespersons and have then been promoted to positions of assistant buyers, department managers, specialty store managers and a variety of other positions.

This booklet is designed to explain what jobs are available to you after a fashion merchandising program.

For many individuals two years in fashion merchandising is only a beginning as it is essential to seek additional education and training for some careers in the fashion field.

Careers such as these need additional training and education:

<i>Designer</i>	<i>Fashion Editor</i>
<i>Assistant Designer</i>	<i>Fabric Designer</i>
<i>Interior Decorator</i>	<i>Fashion Expert</i>
<i>Production Coordinator</i>	<i>Educational Consultant</i>
<i>Pattern Maker</i>	<i>Consumer Service Agencies</i>
<i>Resident Buying Office Market Representative</i>	

FASHION MERCHANDISING at



DODGE CITY COMMUNITY COLLEGE

Can Lead to Careers that Provide:

- ★ Good Income ★ Creative Opportunities
- ★ Challenges ★ Promotion Opportunities

FASHION RETAILING

Job Title	Responsibilities and Duties
Store Owner	Personnel person, display person, merchandise manager, fashion buyer, advertising director and fashion coordinator all combined into one.
Sales Person \$10,000 to \$14,500	Sells and serves the consumer, determines the customer's merchandise wants and needs, provides merchandise information for customers and relates consumer's needs to store buyer.
Department Manager \$12,500 to \$17,500	Supervises sales activities in department, directs the arrangement of merchandise in department, keeps current records of stock assortments, serves as liaison between salespeople and buyer, arranges for merchandise adjustments and services requested by consumers and works out schedules for salespeople's lunch breaks and days off.
Assistant Buyer \$15,500 to \$18,500	Assists the buyer with procurement of merchandise, provides the buyer with information about sales stock, represents buyer in the department operations, writes reorders for basic stock for buyer's approval and checks on pricing and ticketing of merchandise.

*Fashion
Buyer*
\$18,500
to
\$30,000

Purchases appropriate assortments of merchandise from manufacturer, locates and analyzes resources who have available merchandise, analyzes consumer's needs and demand patterns, plans and budgets merchandise expenditures, controls pricing and inventory to maintain profit goals, trains subordinates to carry out department operations, supervises and coordinates promotional efforts to maximize sales, provides information about merchandise and selling features for salespeople and customers and works with merchandise manager and fashion coordinator to maintain fashion image of store.

*Merchandise
Manager*
\$20,000
to
\$40,000

Supervises activities of several buyers, coordinates efforts of several departments to maximize profits, allocates budgets for expenditures in merchandise and services, directs efforts to achieve desired fashion image of store, reports to top management on merchandising problems and provides merchandising management training for buyers.

*Fashion
Coordinator*
\$20,000
to
\$25,000

Promotes the store's fashion image, identifies fashion trends for seasonal merchandise purchases and promotion, interprets fashion trends in terms of store's fashion image, makes recommendations to merchandisers and buyers relative to fashion trends, analyzes advanced fashion information available from various sources in the fashion industry, prepares current fashion information for store personnel and coordinates fashion story told in displays, advertising, and by salespeople.

*Display
Director*
\$12,500
to
\$18,000

Creates window and interior displays to portray fashion image of store, provides visual support for sales efforts and promotional goals and design and prepares props for displays, fashion shows, and other promotional events.

*Advertising
Director*
\$30,000
to
\$50,000

Supervises preparation of copy and artwork for ads, design layouts for ads, assists in planning promotional activities to support merchandising goals, controls budget and scheduling of ads with local papers and coordinates advertising schedules with buyer's merchandise plans and delivery dates.

MANUFACTURING

*Showroom
Salesperson/
Model*
\$12,000
to
\$18,000

Greet retail buyers and show them the manufacturer's line, assist buyers in placing orders and substitute as a model when necessary.

*Sales
Representative*
\$30,000
to
\$70,000

Travels in assigned district to show manufacturer's line to retailer and represents manufacturer at fashion center during assigned market times.

*Salary ranges suggested by Dillards Department Store Chain, Wichita, Kansas.

*Job descriptions from Fashion Innovation and Marketing by Kathryn M. Greenwood and Mary F. Murphy.

DODGE CITY COMMUNITY COLLEGE

The one-year program in Fashion Merchandising requires two semesters for completion. At the conclusion of the first year, the student will receive a fashion merchandising certificate.

First Semester Freshman:

Introduction to Business
Accounting I
Fashion Merchandising I
Salesmanship
Textiles
Business Elective

Second Semester Freshman:

Principles of Retailing or
Fashion Merchandising II
Business Math
Introduction to Data Processing
Business Communications
Merchandise Display
Fashion Design

After one year of concentrated course work, many students return another year for liberal arts courses. At the end of the second year, the student will receive an Associate of Applied Science Degree.

Course work for the two-year program will be designed for the student who wishes to seek employment upon graduation or for the student who desires to transfer to a four-year university.

First Semester Freshman:

Fashion Merchandising I
Salesmanship
Human Relations
Introduction to Business
English Composition I
Business Internship

Second Semester Freshman:

Business Communications
Merchandise Display
Principles of Retailing or
Fashion Merchandising II
English Composition II
Social Science Elective

First Semester Sophomore:

Principles of Management
Textiles
Accounting I
Introduction to Data Processing
Principles of Economics I

Second Semester Sophomore:

Principles of Advertising
Business Math
General Psychology
Principles of Sociology
Business Elective

Students planning to transfer to a four-year university need to take the following courses:

Economics II
Western Civilization II
College Algebra
General Chemistry & Lab
Principles of Biology & Lab
Fundamentals of Computer Programming (Basic)



Dodge City Community College is a publicly supported community college. Costs are kept to a minimum. Quality education at the college level at a price you can afford!

SCHEDULE OF TUITION

Per Semester: Full-time student (10 hours or more)

IN-STATE STUDENT

In-State Tuition--Full Time (based on 16 semester hours) \$15.00 per hour.

Tuition per semester	(approx.) \$240.00-\$270.00
Fee per semester	(approx.) 84.00
Parking permit	5.00

OUT-OF-STATE STUDENT

Out-of-State Tuition

\$53.20 per semester hr. x 16	\$851.20
Incidental fees per semester	(approx.) 68.00
Parking permit	5.00

PART-TIME STUDENTS

(9 hours or less)

In-State:

Day - 15.00 per credit hour

Night - 15.00 per credit hour

Out-of-State

\$53.20 per credit hour

HOUSING

Costs of housing plus meals:

Dormitory & Complex Room & Board

Plan A per semester \$1,015.00

Plan B per semester \$885.00

Depending on the individual's needs, there are other meal options for more or less cost. Increases are approximately ten percent every year.

For more information on Fashion Merchandising at DCCC, call toll free in Kansas: 1-800-742-9519, or (316) 225-1321.